



FOUR STEPS TO QUALITY

SEND A POSTIVE ATTITUDE

- By your appearance
- By your body language
- By the sound of your voice
- When using the telephone







IDENTIFY CUSTOMER NEEDS

- By knowing the timing requirements of quality customer service
- By anticipating customer needs
- Through your attentiveness
- By understanding four basic customer needs
- By skillful listening
- By obtaining feedback



PROVIDE FOR THE NEEDS OF YOUR CUSTOMERS

- By performing back-up duties
- By sending clear messages
- By saying the right thing
- By satisfying the four basic needs of your customers
- Through effective selling
- By meeting the computer challenge



MAKE SURE YOUR CUSTOMERS RETURN!

- BY WORKING TO SATISFY COMPLAINTS
- BY LEARNING TO GET DIFFICULT CUSTOMERS ON YOUR SIDE
- BY TAKING THAT ONE EXTRA SERVICE STEP